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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/382,423	08/24/1999	JEFFRY JOVAN PHILYAW	PHILY-24.739	5217
25883	7590	09/19/2008		
HOWISON & ARNOTT, L.L.P. P.O. BOX 741715 DALLAS, TX 75374-1715				
EXAMINER				
BROWN, RUEBEN M				
ART UNIT		PAPER NUMBER		
2623				
NOTIFICATION DATE		DELIVERY MODE		
09/19/2008		ELECTRONIC		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patents@dalpat.com

Office Action Summary

Application No.

09/382,423

Applicant(s)

PHILYAW ET AL.

Examiner

REUBEN M. BROWN

Art Unit

2623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 May 2008.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-2, 4-5 & 7-11 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-2, 4-5 & 7-11 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

Response to Arguments

1. Applicant's arguments to the claims have been fully considered, but are moot in view of the new grounds of rejection.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-2 are rejected under 35 U.S.C. 103(a) as being unpatentable over Feinleib, (U.S. PG-PUB 2005/0166257), in view of Blacketter, (U.S. Pat # 6,415,438).

Considering amended claim 1, the claimed method for delivering advertising to a consumer over a broadcast media/global communication network, comprising the steps of *'generating an advertisement broadcast comprised of a general program having non-advertisement content and associated advertising content dispersed there through for broadcast*

over a broadcast media which is directed to a general class of consumers', reads on Feinleib which teaches that a broadcast program that includes enhanced content such as advertisement(s), interactive games, supplemental information, etc. (Para [0032]) may be streamed to a plurality of consumers over broadcast media such as CATV, satellite, fiber and/or RF networks, Para [0008, 0029& 0061].

The claimed feature of *'embedding in the broadcast unique information for inducing a consumer to view the broadcast for later access to a desired advertiser's location on the global network over a PC based system'* reads on enhancing content transmitted in the broadcast program. Feinleib teaches that the enhancing content may be provided in the VBI of a regular TV broadcast, which meets the claimed, *'embedding in the broadcast unique information'*, since the enhancing content reads on the claimed *'unique information'*, see Para [0008, 0022-0023 , 0031 & 0068]. Feinleib goes on to teach that announcements are one of the components of the enhancing content, which are transmitted to the consumer for the purpose of informing the client that a broadcast is interactive and announcing that the transmission of upcoming enhancing content, see Para 0002, 0012, 0044], which meets the claimed feature of, *'inducing the consumer to view the broadcast for later access to a desired advertiser's location on the global network system over a PC-based system'*. In particular, Feinleib announces to the client that upcoming enhancing content will be provided within the instant broadcast program, wherein the upcoming enhancing content may comprise advertisement and/or specific Internet web sites that the consumer may access, see Para [0032-0034, 0079].

As for the specifics of, *'a desired advertiser's location on the global network system'*. Again, in Para [0032] Feinleib teaches that the upcoming enhancing content may be an advertisement, whereas in the next paragraph, Para [0033], it is explained that in this embodiment the enhancing content is implemented as an HTML hyperlink/web page. Therefore, Feinleib discloses inducing a consumer (by using an announcement), to view a later portion of the broadcast that will then present an enhancing content, such as a specific advertisement embodied as a hyperlink or web page. Since the advertisement is in HTML format, the consumer may access the advertiser's location on the Internet, which meets the claimed subject matter.

It is noted that the Feinleib teaches that when a user tunes to a new channel, if that channel is interactive (as would be determined by whether an announcement indicating that it is interactive has been received, see Para [0072]), then a special icon as shown (step 112, Fig. 4) is displayed to the consumer. The claimed, *'unique information...comprising at least a 'first portion'...for inducing a consumer to view the broadcast for later access...'*, is at least met by the special icon that is displayed and informs the consumer that the broadcast is interactive and that there will be upcoming enhancing content.

The additionally claimed feature of, *'broadcasting to the potential class of consumers, the advertisement broadcast with the embedded unique information therein, such that the embedded unique information is presented to the consumer in the same manner as the advertisement broadcast'*, is met by the discussion that the enhancing content may include trivia

questions, advertisements, video images, etc., displayed along with the regular content, see Para [0032, 0087].

Regarding the amended claimed feature of, *'dispersing the unique information throughout the advertisement broadcast at different times during the program, such that the viewer is induced by at least a first portion of the received unique information to access the desired advertiser's location after a predetermined time in the broadcast and wherein the location of at least a second portion the unique information in the program broadcast is associated with the content of the program broadcast proximate in time thereto'*, emphasis added, Feinleib discloses that enhancing content is comprised of at least three elements; announcements, triggers and data files.

In particular, the announcements reads on the claimed 'first portion' that is used 'to induce the consumer to access the desired advertiser's location after a predetermined time in the broadcast', since the announcement provides details about the upcoming enhancing content, such as identification of the sender, URL information of the triggers, the time when the triggers and data files are to be sent, the title, type of content, subject matter description, etc., see Para [0044], emphasis added. Therefore, the announcement provides a range of information to the consumer, in order to entice the instant consumer to view a latter portion of the broadcast so that a particular enhancing content, e.g., a particular web site or URL may be accessed. However, in at least one embodiment, Feinleib is limited to transmitting the announcement information prior to the program, since as shown in Fig. 4, the receiver determines if a show is interactive after the

channel has been tuned by listening for triggers from announcements, already stored at the receiver.

Nevertheless Blackketter, which is in the same field of trigger technology, provides at least one embodiment in which the trigger is received during the corresponding broadcast program, e.g., in the VBI of the corresponding program, see col. 8, lines 15-67 thru col. 13, lines 1-20 & Figs. 12-13. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Feinleib with the feature of using a trigger with a life span, (col. 3, lines 22-42) at least for the desirable advantage of allowing the instant trigger to be associated with or be executed more specifically within the context of a channel, which meets the amended claimed subject matter.

The combination of the triggers and data files from Feinleib & Blackketter reads on the claimed, *'second portion of the unique information', ... 'that is delivered to the consumer at the another time during the for allowing the user to access the desired advertiser location through the PC-based system'*, since the data files are the interactive content files (such as advertiser's web page) and the triggers cause the interactive content to be displayed at the appropriate predetermined time, see Para [0023, 0032-0033, 0037-0043, 0047, 0080 & 0087] and col. 9 thru col. 10 of Blackketter which discloses another embodiment of the time attribute trigger that also may be transmitted to the subscriber.

'accessing the desired advertiser's location proximate to the another desired time in the program', reads on the consumer selecting at least one of the Internet hyperlinks displayed on the see, See Para 0032-0033, 0079

Considering claim 2, the claimed method step of activating a network or server at the advertiser's location to wait for a response in the form of a network connection to the advertiser's location by a potential consumer, and upon a response from one of the consumers providing information additional to that contained within the advertisement broadcast, reads on the operation of Feinleib, wherein a user may select an advertisement that contains a web page or hyperlink, which by definition connects the consumer to the server that hosts the web page. Additional web pages are transmitted to the consumer, in response to requests for the instant web pages, by the well-known process of selection of HTML hyperlinked icons, buttons, interactive images, etc.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 8 & 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over Feinleib & Blackketter, in view of Chernock, (U.S. Pat # 6,813,776).

Considering claims 8 & 10, Feinleib teaches that the enhancing content may be presented in numerous forms, including sound, including graphics, video pictures and a hyperlinked, Para [0032]. However, the reference does not explicitly discuss that they may be in a form, of a unique sound or appearance recognizable by the consumer. Nevertheless, Chernock is in the same field of endeavor and is directed to providing multimedia reminders that are associated with specifically scheduled content. These reminders may take the form of an audio reminder and/or a schedule icon, such as an on-screen countdown, see col. 5, lines 5-12 & col. 6, lines 26-38. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Feinleib with the feature of an explicit graphic/video or audio reminder of an upcoming event, at least for the advantage of insuring that the consumer is made aware of the instant upcoming event, as taught by Chernock.

6. Claims 4-5 & 7, are rejected under 35 U.S.C. 103(a) as being unpatentable over Feinleib & Blackketter, further in view of Houston, (U.S. Pat # 6,353,929).

Considering claims 4-5 & 7, Feinleib does not explicitly discuss embedding information in the unique information/advertisement that can be decoded by the PC and transferred back to

the advertiser's location upon access thereof by the consumer. Nevertheless, Houston teaches at least embedding an identification code, tag or number, for the purpose of tracking the exposure of consumers to particular content; see Abstract; col. 8, lines 34-54 & col. 9, lines 32-60. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Feinleib with the feature of embedding ID information in an advertisement, at least for the desirable benefit of tracking statistics data regarding the instant advertisement, as taught by Houston, col. 1, lines 15-41 & col. 2, lines 41-67.

6. Claims 9 & 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Feinleib, Blacketter & Chernock, further in view of Houston.

Considering claims 9 & 11, Feinleib does not explicitly discuss embedding information in the unique information/advertisement that can be decoded by the PC and transferred back to the advertiser's location upon access thereof by the consumer. Nevertheless, Houston teaches at least embedding an identification code, tag or number, for the purpose of tracking the exposure of consumers to particular content; see Abstract; col. 8, lines 34-54 & col. 9, lines 32-60. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to modify Feinleib with the feature of embedding ID information in an advertisement, at least for the desirable benefit of tracking statistics data regarding the instant advertisement, as taught by Houston, col. 1, lines 15-41 & col. 2, lines 41-67.

Conclusion

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

A) Throckmorton teaches encoding a program with the video stream and interactive instruction, i.e., script within the same broadcast, see Fig. 2; col. 4, lines 15-65.

8. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Art Unit: 2623

Any response to this action should be mailed to:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
www.uspto.gov

or faxed to:

(571) 273-8300, (for formal communications intended for entry)

Or:

(571) 273-7290 (for informal or draft communications, please label
"PROPOSED" or "DRAFT")

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Reuben M. Brown whose telephone number is (571) 272-7290. The examiner can normally be reached on M-F(8:30-6:00), First Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Kelley can be reached on (571) 272-7331. The fax phone numbers for the organization where this application or proceeding is assigned is (571) 273-8300 for regular communications and After Final communications.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Annan Q Shang/
Primary Examiner, Art Unit 2623